

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Cardinal Systems, Inc.

Manufacturers Resource Center

Market Assessment Gains Cardinal New Revenue Stream

Client Profile:

Cardinal System, founded in 1976, manufactures galvanized steel walls for in-ground swimming pools. The company employs 65 people at its facility in Schuylkill Haven, Pennsylvania.

Situation:

In the past, Cardinal sold their product by word-of-mouth, but more recently found themselves facing a market with widespread consolidation and a rapidly shifting competitive landscape. In response, the company partnered with the Manufacturers Resource Center (MRC), a NIST MEP network affiliate, through a Business Growth Services project, to bring a new product to market.

Solution:

MRC conducted an indepth market assessment and recommended that Cardinal put its core strengths to work in a new area, enabling the company to identify additional revenue possibilities, and expanded markets and opportunities to develop additional competencies. As they move into new markets, they are cognizant of the need to maintain their high standard for quality backed up with quality service. Working with MRC provided insight into the importance of marketing not only for the new product, but for the entire Cardinal line of products. They are placing more importance on marketing as part of their new strategic focus going forward. Cardinal is now working to grow the business rather than just run the business. That growth includes a number of additional projects with MRC, such as involvement in the CEO Forum and Business Innovation Growth Network (BIGNET), Value Stream Mapping, 5S, training courses, and a cost accounting project with the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate.

Results:

- * Developed new product.
- * Projected increased revenue of \$21 million.

Testimonial:

"MRC is Cardinal's go-to coordinator for a wide variety of programs and a hands-on coach for marketing direction and implementation. If you have any need, they'll figure out a way to help you with it."

John Barnetsky, Director of Operations